



Modified PTO/SB/01 (10-01)
Approved for use through 10/31/2002. OMB 0831-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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DECLARATION AND POWER OF ATTORNEY FOR UTILITY OR DESIGN PATENT APPLICATION (37 CFR 1.63) <input type="checkbox"/> Declaration Submitted with Initial Filing OR <input checked="" type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16 (e)) required)	Attorney Docket Number	Google-53APP (GP-064-05-US)
	First Named Inventor	Yingwei Claire Cui
	COMPLETE IF KNOWN	
	Application Number	10/649,585
	Filing Date	August 27, 2003
	Art Unit	2673
	Examiner Name	Not yet assigned

As the below named inventor, I hereby declare that:

My residence, mailing address, and citizenship are as stated below next to my name.

I believe I am the original and first inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

IMPROVING CONTENT-TARGETED ADVERTISING USING COLLECTED USER BEHAVIOR DATA

(Title of the Invention)

the specification of which

☐ is attached hereto

OR

☒ was filed on (MM/DD/YYYY) August 27, 2003

as United States Application Number or PCT International

Application Number 10/649,585 and was amended on (MM/DD/YYYY) (If applicable).

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment specifically referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application Number(s)	Country	Foreign Filing Date (MM/DD/YYYY)	Priority Not Claimed	Certified Copy Attached?	
				YES	NO
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☐ Additional foreign application numbers are listed on a supplemental priority data sheet PTO/SB/02B attached hereto:

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DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

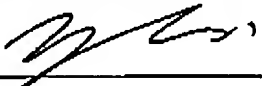
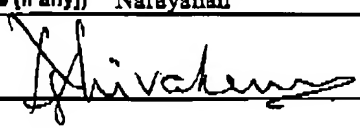
Power of Attorney:

As a named inventor, I hereby appoint:

John C. Pokotylo (Reg. No. 36,242)
Michael P. Straub (Reg. No. 36,941)
Ronald P. Straub (Reg. No. 48,941)
Michelle Lee (Reg. No. 40,695)
Kulpreet Rana (Reg. No. 43,127)
Karl Sun (Reg. No. 45,143)
Amin Zoufonoun (Reg. No. 48,065)

as my attorneys to prosecute this application and to transact all business in the United States Patent and Trademark Office in connection therewith.

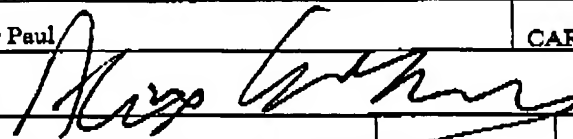
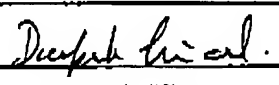
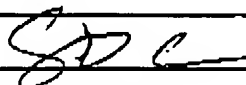
DECLARATION AND POWER OF ATTORNEY Utility or Design Patent Application

Direct all correspondence to: <input checked="" type="checkbox"/>		Customer Number or Bar Code Label		28479		OR <input type="checkbox"/> Correspondence address below	
Name Straub & Pokotylo							
Address 620 Tinton Avenue, Bldg. B, 2 nd Floor							
City Tinton Falls				State NJ		ZIP 07724-3260	
Country USA				Telephone (732) 542-9070		Fax (732) 542-9071	
I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.							
NAME OF SOLE OR FIRST INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any)) Yingwei Claire				Family Name or Surname CUI			
Inventor's Signature 						Date 3/24/04	
Residence: City Cupertino				State CA		Country USA	
Citizenship Peoples Repub. of China							
Mailing Address 6092 Willowgrove Lane							
City Cupertino				State CA		ZIP 95014	
Country USA							
NAME OF SECOND INVENTOR:				<input type="checkbox"/> A petition has been filed for this unsigned inventor			
Given Name (first and middle (if any)) Narayanan				Family Name or Surname SHIVAKUMAR			
Inventor's Signature 						Date 19th Feb '04	
Residence: City San Jose				State CA		Country USA	
Citizenship India							
Mailing Address 1093 McKay Drive							
City San Jose				State CA		ZIP 95131	
Country USA							
<input checked="" type="checkbox"/> Additional inventors are being named on the ____ supplemental Additional Inventor(s) sheet(s) PTO/SB/02A attached hereto.							

Please type a plus sign (+) inside this box → 

Modified PTO/SB/02A (11-00)
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DECLARATION AND POWER OF ATTORNEY	ADDITIONAL INVENTOR(S) Supplemental Sheet Page 4 of 4
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Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Alexander Paul		CAROBUS	
Inventor's Signature 		Date 2/19/04	
Residence: City Apt. #2137, Mountain View,	State CA	Country USA	Citizenship USA
Mailing Address 900 High School Way, Apt. 2137			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Deepak		JINDAL	
Inventor's Signature 		Date	
Residence: City Mountain View	State CA	Country USA	Citizenship India
Mailing Address 151 Calderon Ave., Apt. 291			
Mailing Address			
City Mountain View	State CA	ZIP 94041	Country USA
Name of Additional Joint Inventor, if any:		<input type="checkbox"/> A petition has been filed for this unsigned inventor	
Given Name (first and middle (if any))		Family Name or Surname	
Steve		LAWRENCE	
Inventor's Signature 		Date 2/19/04	
Residence: City Mountain View	State CA	Country USA	Citizenship Australia
Mailing Address 2400 W. El Camino Real, Apt. 204			
Mailing Address			
City Mountain View	State CA	ZIP 94040	Country USA

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